CHANNEL CONTENT MANAGEMENT

5 **ABSTRACT**

Innovative techniques for managing the sharing of content are provided. Content can be extracted from a distributor and the content sent to a server. The server can store the content and apply one or more rules and deliver the content to a publisher in a format that is 10 specified by the publisher. Additionally, the server can track information regarding the access to the content so that the publisher can easily evaluate the effectiveness of the relationship with the distributor.